

P R E S S R E L E A S E
F O R I M M E D I A T E R E L E A S E

DATE: October 22, 1981

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G R A P H I C S S O U R C E C O D E S O L D

Mitchell D. Kapor, President of Micro Finance Systems, Inc. of Cambridge, Massachusetts, sold his best-selling business graphing software products, VisiPlot and VisiTrend/VisiPlot, to Personal Software, Inc. (PSI) of Sunnyvale, California. PSI's acquisition of the rights to the code for VisiPlot and VisiTrend/VisiPlot, written by Mr. Kapor, was made in a substantial cash transaction.

Both VisiPlot and VisiTrend/VisiPlot were previously distributed under license by PSI, which also markets VisiCalc, Software Arts, Inc.'s award-winning program which began the entire "Visi" brand line.

VisiPlot is a sophisticated general-purpose graphing program which allows the non-expert user to produce a wide variety of graphs and charts for effective visual presentation of business data. VisiTrend/VisiPlot provides statistical and forecasting tools which extend the graphing capabilities of VisiPlot. In a short period, the friendly user-interface of VisiPlot and VisiTrend/VisiPlot has made them a standard for personal computer software.

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Released in April, 1981, VisiPlot and VisiTrend/VisiPlot have enjoyed widespread popularity. Both products have appeared on the Softalk Bestsellers List for the past five months. At the time of their purchase, combined sales of VisiPlot and VisiTrend/VisiPlot made them the second largest grossing business software for use on the Apple II.

Mitchell Kapor and associates have formed Lotus Development Company, a research and development organization. Lotus' first product, due for release early in 1982, is the Executive Briefing System (EBS). The EBS program will enable the business professional to format and organize "slides" of high-resolution images and text on the Apple II, creating dramatic, effective visual presentations for conferences, demonstrations, staff meetings, etc.

For further information, contact Nancy R. Fromer, at (617) 492-7171.